

FORM PTO-1449 PATENT & TRADEMARK OFFICE	SERIAL NO. 09/285,929	CASE NO. 9623/418
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE April 2, 1999	GROUP ART UNIT 2178
(use several sheets if necessary)	APPLICANT(S): Charles McElfresh et al.	

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REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

Technology Center 2100

REFERENCE DESIGNATION							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE	
SGH	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95	
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94	
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95	
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94	
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95	
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95	
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94	
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96	
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95	
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94	
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96	
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97	
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96	
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97	
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96	
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96	
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96	
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96	
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96	
	A20	5,920,859	07/06/99	Li	707/5	02/05/97	
	A21	5,930,777	7/27/99	Barber	705/40	05/23/97	
	A22	6,078,866	06/20/00	Buck et al.	702/2	09/14/98	
	SGH	A23	US 6,185,558 B1	2/06/01	Bowman et al.	707/5	03/10/98
		A24	US 6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99
		A25	US 2002/0004735 A1	01/10/02	Gross	705/10	01/18/01

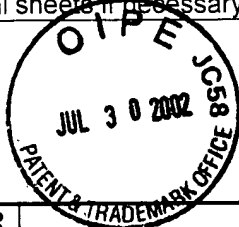
FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
Not Found	A26	WO 99/20486	09/1999	WIPO			
	A27	WO 99/48028	09/1999	WIPO			
	A28	WO 2000/16218	03/2000	WIPO			
	A29	WO 2000/41090	07/2000	WIPO			

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A30	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A31	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A32	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A33	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A34	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A35	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A36	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A37	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A38	Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A39	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A40	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A41	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A42	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A43	Frenzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A44	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A45	Wingfield, "Another Engine Takes Ads By The Click", from <a href="http://www.news.com?news/Item/0.4.1387.00/html">http://www.news.com?news/Item/0.4.1387.00/html</a> , May 1996.
	A46	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A47	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A48	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week.
	A49	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.

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(use several sheets if necessary)		APPLICANT(S): Charles McElfresh et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A50	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> .
	A51	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.
	A52	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from <a href="http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html">http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html</a> , March 1998.
	A53	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A54	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A55	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A56	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A57	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
	A58	Mardesic, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goti022198.html">http://www.sjmercury.com/business/center/goti022198.html</a> , Feb. 1998.
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	A61	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from <a href="http://www.sfgate.com/cgi-bin/publish">http://www.sfgate.com/cgi-bin/publish</a> on San Francisco Chronicle, Feb. 1998.
	A62	McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from <a href="http://www.pcworld.com/news/daily/data/0298/....html">http://www.pcworld.com/news/daily/data/0298/....html</a> .
	A63	"Search Engine Start Up To Auction Listings", from <a href="http://www.adage.com/interactive/daily/index/html">http://www.adage.com/interactive/daily/index/html</a> , Feb. 1998.
	A64	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A65	Pelline, "Pay-for-placement gets another shot", from <a href="http://www.newscom.com/news/item/0,4,19307,00.html">http://www.newscom.com/news/item/0,4,19307,00.html</a> , Sept. 1997.
	A66	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
	A67	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address <a href="http://www.clickz.com">http://www.clickz.com</a> , August 18, 1998.
	A68	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address <a href="http://www.zdnet.com/anchordesk/story/story_2432.html">http://www.zdnet.com/anchordesk/story/story_2432.html</a> , August 17, 1998.
	A69	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A70	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A71	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A72	Advertising Age-Interactive Daily Homepage; obtained at the internet address <a href="http://www.adage.com/interactive/daily/index.html">http://www.adage.com/interactive/daily/index.html</a> , June 8, 1998.

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(use several sheets if necessary)	APPLICANT(S): Charles McElfresh et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.) Technology Center 2100	
	A73	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
	A74	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A75	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
	A76	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
	A77	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address <a href="http://www.adage.com/interactive/mdaily/index.html">http://www.adage.com/interactive/mdaily/index.html</a> .
	A78	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address <a href="http://www.pcworld.com/news/daily/data/0298/9880223173204.html">http://www.pcworld.com/news/daily/data/0298/9880223173204.html</a> .
	A79	Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address <a href="http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL">http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL</a> .
	A80	Nelson Wang, "Engines Battle Irrelevance of Results", from <a href="http://www.internetworld.com/print/current/news/19980223-battle.html">http://www.internetworld.com/print/current/news/19980223-battle.html</a> , Feb. 1998.
	A81	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address <a href="http://www.searchenginewatch.com/news.html">http://www.searchenginewatch.com/news.html</a> , February 23, 1998.
	A82	Jodi Mardesich, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goto022198.html">http://www.sjmercury.com/business/center/goto022198.html</a> , Feb. 1998.
	A83	Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
	A84	Jeff Peline, "New Search Engine Goes Commercial", from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , February 20, 1998.
	A85	"Going, Going...", The Wall Street Journal, April 1998. p. B1.
	A86	David Coursey, "Coursey.com", March 1998.
	A87	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
	A88	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
	A89	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from <a href="http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml">http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml</a> , March 13, 1998.
	A90	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
	A91	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , Feb. 1998.
	A92	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
	A93	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address <a href="http://www.zdnet.com/intweek/daily/980219i.html">http://www.zdnet.com/intweek/daily/980219i.html</a> , February 23, 1998.

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(use several sheets if necessary)	APPLICANT(S): Charles McElfresh et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)
A94	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1
A95	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
A96	Jeff Peline, "New Search Engine Goes Commerical", CNET News.com, from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , Feb. 20, 1998.
A97	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address <a href="http://www.news.com/News/Item/Textonly/0,25,1635,00.html">http://www.news.com/News/Item/Textonly/0,25,1635,00.html</a> , July 29, 1999.
A98	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1387,00.html">http://www.news.com/News/Item/0,4,1387,00.html</a> , July 29, 1999.
A99	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1199,00.html">http://www.news.com/News/Item/0,4,1199,00.html</a> , July 29, 1999.
A100	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,6118,00.html">http://www.news.com/News/Item/0,4,6118,00.html</a> , July 29, 1999.
A101	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/about.cfm">http://www.searchup.com/about.cfm</a> .
A102	"Testimonials", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/testimonials.cfm">http://www.searchup.com/testimonials.cfm</a> .
A103	"Benefits", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/benefits.cfm">http://www.searchup.com/benefits.cfm</a> .
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A105	"Tips & Tricks", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/tipsandtricks.cfm">http://www.searchup.com/tipsandtricks.cfm</a> .
A106	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
A107	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
A108	Galore - Super Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.galore.com/1/mainframe.shtml">http://www.galore.com/1/mainframe.shtml</a> .
A109	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.hitsgalore.com">http://www.hitsgalore.com</a>
A110	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address <a href="http://www.iseekit.com">http://www.iseekit.com</a> .
A111	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
A112	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
A113	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.

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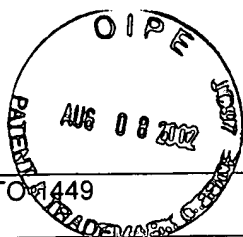
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	A114	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
	A115	SearchUP.com – Internet Directory, Automated Bid Placement System, obtained at the internet address <a href="http://www.searchup.com/search.cfm">http://www.searchup.com/search.cfm</a> , August 25, 1999.
	A116	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999.
	A117	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , August 25, 1999.
	A118	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/getaccount/login.cfm">https://www.securearea.net/getaccount/login.cfm</a> , August 25, 1999.
	A119	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
	A120	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
	A121	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vol. 14, No. 46, Nov. 3, 1997, p. 27(1).
	A122	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, <a href="http://www.searchenginewatch.com/sereport/9803-to-to.html">http://www.searchenginewatch.com/sereport/9803-to-to.html</a> .
	A123	Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, <a href="http://www.nes.com/News?Item/0,4,1635,00.html">http://www.nes.com/News?Item/0,4,1635,00.html</a> .
	A124	Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
	A125	ClickMail Central directory, circa April 1996,
	A126	GoTo.com, circa 1998, at <a href="http://www.goto.com">www.goto.com</a>
	A127	Northern Light, circa 1997-98, at <a href="http://sirocco.northernlight.com">sirocco.northernlight.com</a>
	A128	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , February 23, 1998.
	A129	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), <a href="http://www.dialog-classic.com/DialogClassic/dialog">http://www.dialog-classic.com/DialogClassic/dialog</a> .
	A130	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from <a href="http://www.o-a.com/archive/1996/june.0021.html">http://www.o-a.com/archive/1996/june.0021.html</a> , printed 09/28/01, 5 pages.

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
B1	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < <a href="http://www.dialogclassic.com/main.vingw">http://www.dialogclassic.com/main.vingw</a> > on 11/9/00, 2 pages.	
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EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.